

Museum  
für Gestaltung  
Zürich  
Freundeskreis

Edition 2024



Oliviero Toscani, Priest and Nun, (United Colors of Benetton), 1992

**Oliviero Toscani**

**Fine-art print**

**Photo Oyster satin, 2024**

**signed on print**

**Edition of 20**

**24 × 36 cm**

**Frame 38.5 x 49.5 cm [h × w]**

**Black ash, museum glass UV92**

**CHF 700 / CHF 560 (members), framed**

**CHF 550 / CHF 440 (members), unframed**

**available at the museums and in the eShop**

**Oliviero Toscani (b. 1942) from Italy has written advertising history with his work. His training at the Kunstgewerbeschule Zürich (today ZHdK) from 1961 to 1965 laid the foundations for an international career as a photographer, creative director, and image editor. Toscani started working for the Italian fashion group Benetton in 1982. After a few years doing classic fashion photography, his campaigns became increasingly radical, and after 1989 the posters no longer featured fashion. In the constant battle for attention, Benetton now sees itself as a catalyst for tackling heated debates such as the role of the church in society. Others accuse the company of exploiting issues such as racism, violence, and exclusion for commercial ends.**